

ADOPT A MISSISSIPPI RIVER MILE...

And Help Keep the Mississippi on a Clean Course.

At more than 2,300 miles in length, the Mississippi River plays a unique and vital role in the life of North America. It supports the habitat of hundreds of species of fish, reptiles and mammals. It provides the daily water supply to more than 18 million people, and supplies the Gulf of Mexico with 90% of its fresh water. It is steeped in the history of the land, and continues to serve as a shipping channel, a recreation destination and tourist attraction. But after years of neglect, it needs help to survive.

The First Step

The Mississippi River Beautification and Restoration Project was founded in 1997 with the objective of cleaning up the Mississippi River. In its first year, the Project was responsible for cleaning more than 100 miles of shoreline and removing an estimated 45,000 pounds of garbage from the river, the riverbanks and various islands. By the middle of 1999, those numbers grew to include an astounding 1,000 miles of Mississippi shoreline and an estimated 200 tons of debris. Yet there is still so much more to be done.

The Next Step ...

As the Mississippi River Beautification and Restoration Project continues its work along new parts of the river, we need your help to maintain what has been accomplished and to ensure that this clean-up isn't just a "one-time" effort.

ADOPT A MISSISSIPPI RIVER MILE



MILE MARKER 338-344 IS KEPT CLEAN FOR YOU.

THIS SECTION IS SPONSORED BY:

**YOUR
ORGANIZATION'S
NAME HERE**

FOR MORE INFORMATION
CALL: 1-309-496-9848

This program has been initiated as a direct result of the Mississippi River Beautification & Restoration project, which was initiated in 1997. The mission was to clean up a 300-mile stretch of the Mississippi River. The purpose of the Adopt a Mississippi River Mile program is to ensure that our river is kept clean for future generations. The river is in good hands.



...Adopt A Mississippi Mile

The best way to care for the river is to keep it clean, and the best way to do that is to maintain it on a regular basis. The "Adopt A Mississippi River Mile" program was created to continue and extend the work of the Mississippi River Beautification and Restoration Project. But we need you to make it work.

By adopting a Mississippi mile, you can become part of the Project. And by helping to maintain the clean-up effort, you make a positive contribution to the life of the river...and to the lives of the people and animals that depend on it.

The Adoption Process Is Easy.

- 1** You, your family, church, business or organization selects the mile - or miles - you wish to adopt by reviewing the map of the Mississippi River located on the back of the adoption request form included with this kit.
- 2** Complete and submit the adoption request form.
- 3** After receiving confirmation of your adopted mile(s), make sure you contact the landowner(s) to get permission to visit the property to keep it clean.
- 4** Visit your site once or twice each year to remove any garbage and take it to a proper waste location. You may also consider doing something to further enhance the area, but before doing this, please consult your area's Resource Professionals, such as: the US Army Corps of Engineers; the US Fish and Wildlife Service; or the Department of Natural Resources.

It's that simple. But the difference you can make is tremendous.

**So much depends on the river ... and the future of the river depends on you.
So please, Adopt a Mississippi River Mile near you.**



**ANHEUSER-BUSCH COMPANIES
& O'DOUL'S**
NON-ALCOHOLIC BEVER

Are Proud Sponsors of the Mississippi
River Beautification & Restoration Project.

Thank you,
Chad Pregracke
**The Mississippi River Beautification
and Restoration Project**

**For more information about "Adopt A Mississippi River Mile,"
please write to:**
Mr. Chad Pregracke
Mississippi River Beautification and Restoration Project
17615 Great River Road
Route 84 North
East Moline, IL 61244

**Or call: (309) 496-9848
You can also sign up on line at
www.cleanrivers.com**



ADOPT-A-MISSISSIPPI RIVER MILE

ADOPTION REQUEST FORM

Date: _____

Group Name (if applicable): _____

Requestor's Name: _____

Number of People in Group: _____

Address: _____

Daytime Phone: _____

Evening Phone: _____

E-mail: _____

Number of Miles you would like to adopt: _____

Which side(s) of the River? IA IL MO WI MN

Mile numbers (if known): _____

Please return this form to:
Living Lands and Waters
Adopt-A-River Mile Coordinator
17615 Rte. 84 N.
East Moline, IL 61244
Fax: 309-496-1012
Email: cleanup@cleanrivers.com

OFFICE USE ONLY

Date Received: _____

SO: _____

WL: _____

Initials: _____